

**ABSTRACT OF THE DISCLOSURE**

A device and method for enhancing the surgical replacement of defective natural eye lenses with an intraocular lens. The device is an intraocular lens injector that prevents an intraocular lens from uncontrollably rotating or flipping as it is advanced towards a mammalian recipient's eye, while providing an ideal lens exit orientation to help reduce the occurrence of trauma. The lens injector comprises an insertion tube having a loading port and an ejection port, a plunger, a loading carriage, and a lens carrier. In one embodiment, the insertion tube allows for the controlled insertion of a lens by rolling one side of the lens onto itself as the lens is guided through the ejection port using a guide displaced in the insertion tube from a position near the loading port to the end of the ejection port. In an alternative embodiment, controlled insertion is achieved by rolling both sides of the lens at varying degrees so that one side eventually encircles the other side.